



Republic of the Philippines  
**Department of Education**



Office of the Secretary

MAY 12 2008

DepED MEMORANDUM  
No. 246 s. 2008

**DISSEMINATION OF MEMORANDUM CIRCULAR NO. 156**  
(Directing All Heads of Government Agencies and Government-Owned  
and Controlled Corporations to Adopt the Anti-Poverty Brands  
of President Gloria Macapagal Arroyo)

To: Undersecretaries  
Assistant Secretaries  
Bureau Directors  
Regional Directors  
Schools Division/City Superintendents  
Heads, Public and Private Elementary and Secondary Schools

1. For the information and guidance of all concerned, enclosed is a copy of Memorandum Circular No. 156 dated April 18, 2008 from the Office of the President, entitled "Directing All Heads of Government Agencies and Government-Owned and Controlled Corporations to Adopt the Anti-Poverty Brands of President Gloria Macapagal Arroyo".
2. Immediate and wide dissemination of this Memorandum is desired.

  
**FRANKLIN C. SUNGA**  
Undersecretary

Encl.: As stated  
Reference: None  
Allotment: 1—(D.O. 50-97)  
To be indicated in the Perpetual Index  
under the following subjects:

LEGISLATION  
OFFICIALS  
POLICY

MALACAÑANG  
Manila

MEMORANDUM CIRCULAR NO. 156

**DIRECTING ALL HEADS OF GOVERNMENT AGENCIES AND GOVERNMENT – OWNED AND CONTROLLED CORPORATIONS TO ADOPT THE ANTI-POVERTY BRANDS OF PRESIDENT GLORIA MACAPAGAL ARROYO**

In compliance with the instructions of President Gloria Macapagal Arroyo during the NEDA Cabinet Group Meeting on 29 January 2008, all government agencies and government – owned and controlled corporations are hereby directed to adopt the Anti-Poverty brands: *Labanan ang Kahirapan* and *Ramdam ang Kaunlaran* in all their print, radio, television and outdoor information materials. Furthermore, sub-brands such as: *Pagkain sa Bawat Mesa*, *Isulong ang Karunungan*, *Alagaan ang Kalusugan* and *Tapusin ang mga Daan Tungo sa Kaunlaran* are to be used when applicable.

The Philippine Information Agency (PIA) is tasked to implement this branding campaign. As such, all agencies of government, including local chief executives of local government units are enjoined to coordinate with the PIA Secretary in the implementation of this directive.

This Memorandum Circular shall take effect immediately.

Done in the City of Manila, this 18<sup>th</sup> day of April, in the year of Our Lord, Two Thousand Eight.

By authority of the President:



EDUARDO R. ERMITA  
Executive Secretary

CERTIFIED COPY:



MARIANITO M. DIMAANDAL  
DIRECTOR IV  
MALACAÑANG RECORDS OFFICE

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